- Cable Health Network limbers up for debut
- Financial experts feel cable is holding its own
- Supreme Court rules in favor of N.Y. landlord
- Videotex confab reveals problems, opportunities

CableVision

The news and features weekly of the cable television industry July 12, 1982 $3.00

C8920-2

Family-style cable

PLUS

CATA

Hedging against disaster —the insurance dilemma

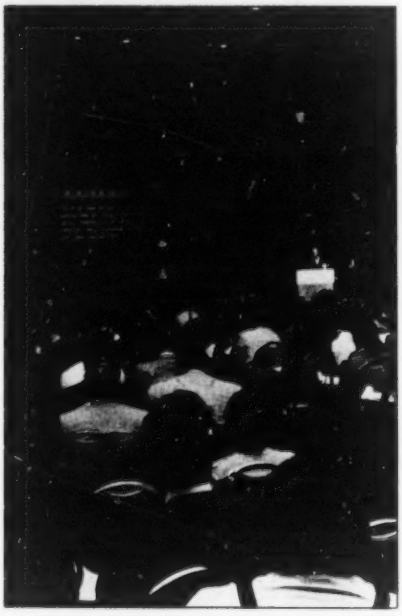
CableVision July 12, 1982. Volume 7, Number 44

Between the lines/5
CableScope/9
Newswire/10
Leading the week/13
Programming/21
Special report/23
Cover story-CATA/31
CableVision Plus/39
Business/63
Franchising/77
Government & law/79
People/84
Classifieds/85
Advertisers' index/89
Events/91
From Washington/92
Cable stats/95
Parting words/98

TITSCH COMMUNICATIONS, INC.: *President*, Robert Titsch; *Executive Vice President*, Paul FitzPatrick; *Vice President, Washington bureau*, Patrick Gushman; *Controller*, Michael Borer; *Corporate Counsel*, Gary Witt; **EDITORIAL OFFICES: New York**: *Bureau Chief*, Victor Livingston; *Senior Editor*, Jeri Baker; *Associate Editors*, Jean Bergantini Grillo, Gary Rothbart, David Stoller; *Assistant Editors*, Simon Applebaum, Karen Bloom; **Denver:** *Editorial Director*, Michael McCready; *Managing Editor*, Jim Craig; *Associate Managing Editor*, Wayne H. Lasley; *Editor*, CableVision Plus, Victoria Gits; *Managing Editor*, CableVision Plus, Madeline Hardart; *Assistant Editor*, David Murdock; *Proofreader*, Judith Schwall; **Washington, D.C.:** *Associate Editors*, Peter Ivanow, Craig Leddy; *Cable Statistical Editors*, Kate Hampford, Mira Dabrowski; **Los Angeles:** *Bureau Chief*, Patricia Goldstone; **PRODUCTION:** *Production Director*, Vickie Champion; *Assistant Production Director*, Barbara Coit; *Art Director*, Brad Hamilton; *Asst. Art Director*, Cynthia B. Carey; *Design Director*, Robert D. Tonsing; *Artists*, Earl V. DeWald, Elizabeth Katzelnick, Becky Johnson, Shari Waida; *Typesetters*, Nancy Beggins, Kathryn Berlin, Ginger O'Leary; *Photo Editor*, Rob Stuchrk; *Photo Technician*, Bill Ellis; **ADVERTISING, Denver:** *Vice President Sales*, Paul R. Levine; *Director of Sales*, Robert Ancell; *Account Executives*, Lawrence P. Dameron III, Kim Korb; Cathy Lynn Wilson; *Classified Manager*, Suzanne Sparrow; *Customer Service*, Marcia Larson; *Circulation Director*, James Stein; *Traffic*, Pam Macy; **New York:** *Regional Sales Manager*, Sherwood S. Sumner; *Account Executive*, Cathy Rasenberger. **OFFICES: Denver** 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, Colorado 80217, (303) 573-1433 **Washington Bureau** 1701 K Street, N.W., Suite 505, Washington, DC 20006, (202) 835-0900 **New York Bureau** 488 Madison Avenue, New York, New York 10022, (212) 308-0415 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

© Titsch Communications, Inc., 1982. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly except the week of January 3, 1983 by Titsch Communications, Inc., 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, CO 80217. July 12, 1982 Volume 7, Number 44. Subscription price: 1 year, $59.00; 2 years, $106.00; 3 years, $142.00. Canada, Mexico and other foreign subscribers add $30.00 per year. Second-class postage paid at Denver, Colorado. POSTMASTER: Please send form 3579 to *CableVision*, P.O. Box 5727-TA, Denver, CO 80217.

Member of the Audit Bureau of Circulation.



Videotex dilemma

A recent videotex conference in New York raised the ugly spectre of standards, regulatory and marketing problems. However, the meeting also proved huge opportunities exist for cable operators. **Leading the week, pages 13-19.**

Landlord victory

On a 6-3 vote, the U.S. Supreme Court has ruled in favor of New York landlord Jean Loretto in her class action suit against Teleprompter (Group W). The decision states that the tenant has no enforceable property rights with respect to cable installation. **Leading the week, pages 13-19.**

Healthy debut

Cable Health Network limbers up for its debut and all systems show green lights. Some four million subscribers have access and an equal number are expected to join soon. **Leading the week, pages 13-19.**

Courtroom Bell

U.S. District Court Judge Harold Greene heard verbal arguments in the historic AT&T settlement. AT&T entry into the information transmission business is a principle issue and proved to be the area producing conflicting remarks. **Leading the week, pages 13-19.**

Public channels

The Public Broadcasting Service recently held its annual convention in Washington, D.C., with kind words for cable as an audience booster for PBS and as being receptive to PBS Cable. **Leading the week, pages 13-19.**

Is the honeymoon over?

Cable stocks, once believed to be recession-proof, haven't rebounded from recent problems as in the past. Experts see new gains coming slowly with growth measured in medium bursts rather than the huge jumps the industry has experienced. However, bankers maintain cable is a good investment and many bankers are lending their weight to the cable pile. **Page 23.**

Family-style cable

The Community Antenna Television Association is gathering in Nashville, Tenn., for its yearly conference—CCOS. The meeting is more like a family reunion in many respects as small cable operators gather to speak in a single voice. **Page 31.**

S-A layoffs

Problems associated with the manufacturing of addressable converters have not only led to a severe drop in stock trading but also to layoffs at Scientific-Atlanta. **Page 63**

Tampa bids

Innovations in rate structures and grants to local programs marked bids of Cox, Storer, Tribune Cable and a joint venture of Knight-Ridder and Tele-Communications Inc. The large market in Tampa is the highly sought-after plum. **Page 77.**

Signal saga

The Joint Sports Claimants went before the Copyright Royalty Tribunal and delivered a not surprising position to the panel. The legal fight still has two more weeks to run. **Page 79.**

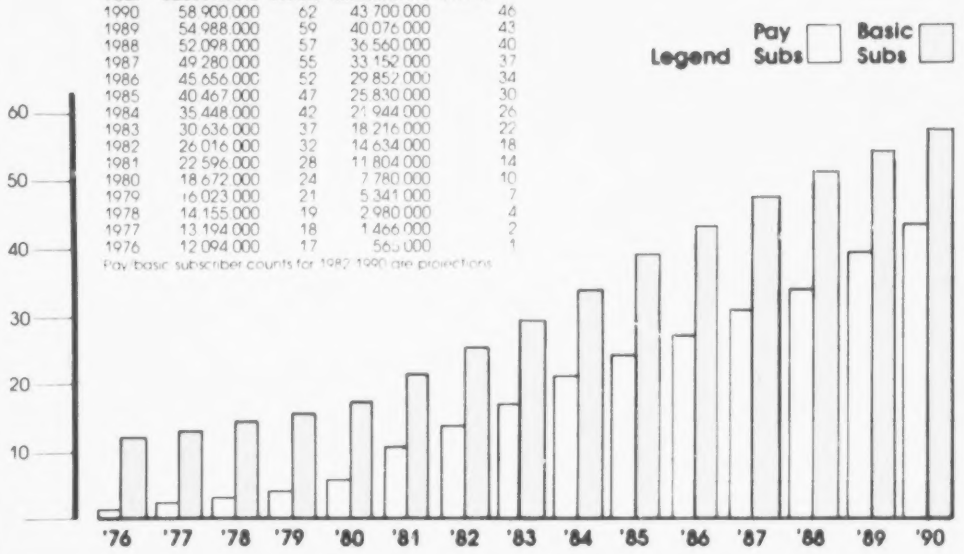
This week in *CableVision Plus*

Three knotty problems connected with managing cable systems in the '80s: competition from giant publishing conglomerates; finding an economical way to insure cable plant; and getting subscribers to pay past-due bills are examined. Associate Editor Gary Rothbart points out that publishing giants reportedly have investments representing $3 billion in the business to date and their subscribers number 33 percent of the total nationwide. It's a trend that has peaked, but continues to put the squeeze on the thinner pocketbooks of small independent operators. Insurance is always a troublesome subject. Some are finding it makes more sense today to bypass underwriters altogether. Sorry to report no one has discovered sure-fire method to enforce prompt payment. There is a glimmer of hope, however, in the application of advanced technology. **Pages 39-62.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	560,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan-OP; four unwired boroughs-FP.
2.	Los Angeles	City is divided into 14 areas (A-N); 11-FG, 3-FP.
3.	Chicago	City is divided into five areas; FP
4.	Philadelphia	City is aivided into N,S,E,W, S-OP; other three FP
5.	San Francisco	OP (system to be upgraded).
6.	Boston	FG
7.	Detroit	BP
8.	Washington, D.C.	LNA
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Pittsburgh	OP
12.	Houston	OP
13.	Minneapolis/ St. Paul	FP
14.	St. Louis	BP
15.	Seattle/Tacoma	City is divided into five parts (3 OP/1 FP/1 BP); Tacoma-OP.
16.	Atlanta	OP
17.	Miami	FG
18.	Tampa/ St. Petersburg	FP/OP
19.	Baltimore	BP
20.	Denver	FG
21.	Indianapolis	Two systems OP
22.	Sacramento/ Stockton	FP/OP
23.	San Diego	OP
24.	Portland	City is divided into three parts (2-OP/1FG).
25.	Kansas City	OP
26.	Hartford/ New Haven	Two systems-OP
27.	Cincinnati	OP
28.	Milwaukee	FG
29.	Buffalo	OP
30.	Nashville	OP
31.	Phoenix	OP
32.	Columbus	Four systems-OP
33.	Providence/ New Bedford	LNA/OP
34.	Memphis	OP
35.	Charlotte	OP
36.	New Orleans	FG
37.	Greenville/Asheville/Spartansburg	Three systems-OP
38.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
39.	Oklahoma City	OP
40.	Orlando/ Daytona Beach	Two systems-OP
41.	Raleigh/Durham	Two systems-OP
42.	Louisville	Two systems-OP
43.	Charleston/ Huntington	Two systems-OP
44.	Birmingham	OP
45.	Salt Lake City	OP
46.	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Wilkes Barre/ Scranton	Two systems-OP
49.	Albany/Schenectady/Troy	Three systems-OP
50.	Dayton	OP

Legend

OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.

Franchising calendar

This chart examines the franchise status of communities during the first part of 1982. "Pending" refers to communities which are in the franchising process.

California
Alameda—award to United Cable Television Corp. 4/82 (27,802 homes)
Bellflower—award not expected until December
Boyle Heights—award to Buena Vista Telecommunications 1/82 (23,000 homes)
Davis—looking into a cooperative
Dinuba, Keedly, Sanger, Selma, Kingsburg—award to Teleprompter 1/82
East San Fernando Valley—pending
East Yolo—pending
El Monte—Teleprompter (Group W) selected to negotiate franchise
Garden Grove—award to Rogers Cablesystems 2/82 (40,000 homes)
Gardena—award to Teleprompter 2/82 (17,000 homes)
Grand Terrace—pending
Hacienda Heights, West Whittier, Bassett, Valinda, Whitter Narrows—award to United Cable
Hawaiian Gardens—award to CATV West 1/82
Hawthorne-awarded to Group W
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes)
Lakewood—award expected 9/28/82
Lomita—award expected 8/82 (8,136 homes)
Los Alamitos—awarded to California Cable Systems 5/10/82
Los Altos—beginning to study feasibility, report due in September
Los Angeles South Central Region—city franchise commission rejected bids
Palo Alto—city council still discussing possibility of a municipally owned system
Pico Rivera—voters elected in referendum not to grant a franchise to California Cablevision
Sacramento—award expected 9/82 between four applicants
San Buenaventura—beginning to study feasibility
San Fernando—city council selected Valley Cable to negotiate franchise 6/21/82
South Whittier—award expected 8/82 (1,700 homes)
Torrance—award to Teleprompter 2/82 (52,000 homes)
Tulare—award to Scripps-Howard (80%) and Mickelson Media (20%)

Colorado
Arapahoe County—award to United Cable 3/31/82
Cherry Hills—award to United Cable 2/82 (1,600 homes)
Denver—award to Mile Hi Cablevision
Edgewater—award to Telemax 2/28
Greenwood Village—public referendum on July 13 between two applicants
Longmont—award to Longmont Communications Corp. (Scripps-Howard Broadcasting) 5/82
Northglen—proposals due 9/16
Platteville—proposals due 7/15/82
Thornton—award to American Television and Communications 1/82 (15,000 homes)
Wheat Ridge—voters approved franchise award to ATC 6/23

Connecticut
Windham, Lebanon, Scotland, et al (cable area 13)—applications being submitted to PUC
Vernon Consortium (cable area 12)—award awaits decision by PUC

District of Columbia
District council approved cable bills. RFP to be released spring 1983.

Florida
Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes)
Plantation—award to Planned Cable Systems 1/82
Tampa—pending
Walden Lake—pending

Illinois
Bensenville—final negotiations with Continental in progress
Brookfield—award to Metrovision 3/82 (6,000 homes)
Chicago—proposals due 8/31/82, city divided into five franchise areas
Countryside, La Grange, La Grange Park, Indian Head Park, Riverside—pending
DuPage County—pending
Flossmoor—award to Centel Cable 2/82 (2,800 homes)
Glen Ellan—award to Teleprompter 3/82
Inverness—award to Centel 2/82 (1,100 homes)
LaGrange, Countryside, LaGrange Park, Indian Head Park, Riverside—Centel rated first.
Lincolnwood—pending.
Naperville—applications due 8/2/82
Wentzville—surveying residents' interest in cable
Westmont—proposals due 7/30/82

Indiana
Boone County—award to Quality CATV 3/82
Cedar Lake—award to US Cable 3/82
Elmora—award to Quality CATV
Gaston—award to Quality CATV
Grant County—award to Quality CATV
Hebron—drafted new ordinance, five applicants
Lyons—award to Quality CATV
Munster—U.S. Cable selected to negotiate franchise 6/28 (6,948 homes)
Roachdale—award to Quality CATV
Thorntown—pending
Westfield—award to Noblesville Cablevision 1/82
Zionsville—award to Omega of Zionsville 4/5/82 (4,000 homes)

Iowa
Denver—award to Heritage Communications 1/82
Waverly—award to Heritage Communications 1/82

Kentucky
Hardin—award to US Cable 3/82
Pioneer Village—award to Bullitt County Communications (Matrix) 1/82 (280 homes)

Maine
Caribou—proposals due 7/30/82

Maryland
Baltimore—RFP expected by end of summer
Montgomery County—award expected early August. Montgomery Cable Communications/Times Mirror and Tribune-United ranked as two top applicants by consultant

Massachusetts
Abington—pending
Acton—advisory committee report released soon
Ayer—award expected fall 1982
Bedford—award to Adams-Russell (3,813 homes)
Bellingham, Mendon—award to Southern Massachusetts Cablevision (Alda Group) 1/82 (5,500 homes)
Bourne—three applications being reviewed by Citizens Advisory Committee
Braintree—award expected about 9/82, six applications
Bridgewater—pending
Cohasset—proposals due 9/14/82
Danvers—award to Rollins Cablevision of Massachusetts
Dedham—pending
Foxboro—award to Cablevision Systems 1/82
Holbrook—pending
Holliston—pending
Hopedale—pending
Hull—award expected 12/8/82
Martha's Vineyard—award to Dukes County Cable TV
Medway—pending (2,500 homes)
Merrimac—pending
Milton—award to American Cablesystems 1/82 (8,500 homes)
Nahant—proposals due 9/23/82
Needham—award expected 7/82
Norton—award to Rollins Cablevision 1/82 (3,600 homes)
Norwell—pending
Rockland—pending
Salisbury—award to New England Cablevision 1/82
Scituate—award expected 9/82
Shrewsbury—award to Shrewsbury Electric Light Plant (9,000 homes)
Stoughton—pending
Walpole—proposals due 7/15/82
Waltham—pending
Wellesley—proposals due 5/20/82
Westborough—pending
West Newbury—pending
Westford—award to Nashoba Cable Communications Inc. 1/82
Westwood—award to Adams Russell 1/82
Whitman—pending (3,500 homes)

Michigan
Detroit—mayor has appointed seven-member cable television commission. RFP being prepared
Farmington: Farmington Hills—award to MetroVision 1/82 (36,000 homes)
Marquette—pending
Oakland County—award to Tribune Company/United Cable 3/25/82 (104,000 homes)
Romeo—pending
Southern Oakland County (Birmingham, Beverly Hills, Bingham Farms, Franklin)—award to Booth Communications and Heritage Communications 1/82 (15,000 homes)
Sterling Heights—award to Comcast Cablevision 2/82 (35,000 homes)

Minnesota
Afton, Cottage Grove, St. Paul Park, et al (South Washington County Cable Commission)—working on RFP (6,000 homes)
Anoka, Champlin, Ramsey, Andover—award to Teleprompter 1/82 (14,000 homes)
Arden Hills, Little Canada, Roseville, et al (North Suburban Cable Commission)—award to Group W 4/82 (44,000 homes)
Burnsville—tentatively working with Eagan on RFP
Chaska—award to United-Zylstra 2/82
Forest Lake, New Scandia, Columbia—proposals due 9/10/82
Hastings—award expected 8/2/82 (5,000 homes)
Kasson—award to Group W
Minneapolis—city council must officially approve Rogers-Storer arrangement; state approved joint franchise 6/11/82
Northfield City and Township, Dundas, Bridgewater Township, Rice County, Waterford Township, Dakota County—pending
Olivia—award to North America Communications Corp.
Owatonna—pending
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Townships, Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—proposals were due 7/1/82 (8,700 homes)
Prior Lake—expect to complete needs assessment early July
Roseville—award to Teleprompter Corp. 4/2/82 (42,000 homes)
St. Paul—hopes to make award within six months
Shakopee—city council's decision expected in July
Wayzata—pending
West St. Paul, Inver Grove Heights, Lilydale, South St. Paul, et al (North Dakota Cable Service Territory)—pending

Missouri
Claycomb—pending
Glendale—pending
Herculaneum—award to U.S. Cable
Jefferson City—award to TCI 4/20/82 (13,000 homes)
Jefferson County (unincorporated areas)—award to US Cable of Waukegan 2/82
Maplewood—award to Continental Cablevision 1/82
Pevely—award to U.S. Cable
Pleasant Valley—pending
Riverside—pending
St. Louis—pending
Vandalia—proposals due 7/15/82

New Hampshire
Hampstead—pending
Londonderry—pending
Plaistow—public hearing July 28, five applicants

New Jersey
Jersey City—pending
Paterson—pending
Princeton—administrative law judge approved Dow Jones award in borough in Princeton, but not for entire Princeton Township
Upper Deerfield, Cumberland City—pending

New York
Freedon—award to Tri-County US Cable TV os Salamanca 2/82
Harrison—award to Adams-Russell
New York City—borough negotiations still in progress
Odgen, Spencerport—award to Teleprompter 3/82 (4,500 homes)
Union Springs, Aurora, Aurelius, Cayuga County, Ledyard, Springport—award to Cablevision Industries
Westfield—award to U.S. Cable 4/82 (4,500 homes)

North Carolina
Davie County—pending
Mecklenburg County—award to Vision Cable 1/82

Ohio
Brooklyn—pending
Cleveland—pending
Garfield Heights—pending
Jackson Township—award to Warner Amex Cable 1/82 (10,000 homes)
Maple Heights—award to Viacom Cablevision 1/82
Middleburg Heights—pending
Newtown—pending
Vermilion—award to Adelphia 1/82 (4,100 homes)
Wadsworth—award to Warner Amex Cable Communication 2/82 (6,000 homes)
Whitehouse—award to Community Cable TV, Inc.

Oregon
Dayton—award to Liberty Cable 3/82 (450 homes)
East Multnomah County—award to Viacom 4/15/82
Gresham—award to Viacom Cablevision 2/82
McMinnville—pending
Milwaukie—pending
St. Helen's—award to Harmon Telecommunications 2/82 (3,000 homes)

Pennsylvania
Philadelphia—council approved a bill May 20 for four franchise areas. RFP expected soon.

Rhode Island
Newport, Middletown, Portsmouth, Tiverton, Little Compton (Area 7)—pending

South Carolina
Anderson County—pending
Paris Island—award to Acton Corp. 3/82

Tennessee
Bartlett—award to Heritage Communications 1/82
Cheatham—award to Cablevision Enterprises 1/82

Texas
Azle—pending
Plano—Storer award overturned by public referendum 4/3/82

Virginia
Dinwiddie County—pending
Fairfax County—award expected 7/26/82
Goochland County—pending
York County—award to Continental Cablevision

Washington
Granger, Toppenish, Wapato, Zillah—pending
Seattle—RFP issued for central district; award expected 8/82. RFP for downtown business district is being prepared.

Wisconsin
Brookfield—award to RVS Cable Corp. of Wauwatosa 3/82
Kenosha—proposals due 7/12/82
Milwaukee—award to Warner Amex (252,000 homes)
Mukwonago—award to RVS Cablevision 1/82